



What kind of man owns his own computer?

Rather revolutionary, the whole idea of owning your own computer? Not if you're a diplomat, printer, scientist, inventor... or a kite designer, too. Today there's Apple Computer. It's designed to be a *personal* computer. To uncomplicate your life. And make you more effective.

It's a wise man who owns an Apple.

If your time means money, Apple can help you make more of it. In an age of specialists, the most successful specialists stay away from uncreative drudgery. That's where Apple comes in.

Apple is a real computer, right to the core. So just like big computers, it manages data, crunches numbers, keeps records, processes your information and prints reports. You concentrate on what you do best. And let Apple do the rest. Apple makes that easy with three programming languages—including Pascal—that let you be your own software expert.

Apple, the computer worth not waiting for.

Time waiting for access to your company's big main-frame is time wasted. What you need in your department —

on *your* desk — is a computer that answers only to you...

Apple Computer. It's less expensive than timesharing.

More dependable than distributed processing.

Far more flexible than centralized EDP. And, at less than \$2500 (as shown), downright affordable.

Visit your local computer store.

You can join the personal computer revolution by visiting the Apple dealer in your neighborhood. We'll give you his name when you call our toll free number

(800) 538-9696. In California,

(800) 662-9238.

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